

# Lessons learnt in developing an international business in Cyprus

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CEO



# GEOFEM is a leading satellite remote sensing consultancy firm that helps infrastructure stakeholders to:

1. Monitor current and ongoing ground movements in areas of interest.
2. Be alerted to potential issues before they become serious faults.
3. Visualise the susceptibility of areas to geohazards such as landslides and subsidence.

## Who We Are

GEOFEM is a leading provider of innovative earth observation, GIS, and remote sensing solutions. Our analysis is complemented by 20+ years of geotechnical engineering experience to interpret the data, and provide recommendations to maximise the safety of infrastructure across the globe.

[Send Us a Message](#)



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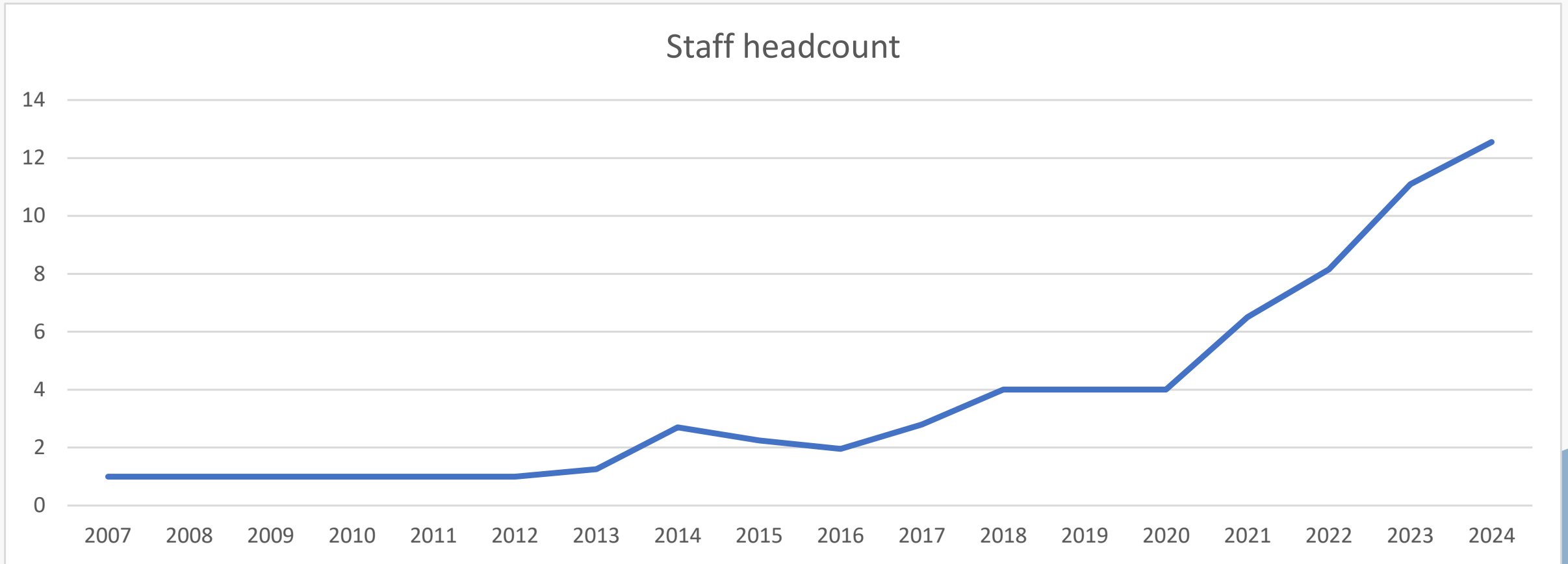
- *The role of R&D projects*
- *Commercialisation and competition*
- *Developing partnerships*
- *Business plan*

# Geofem: A journey towards success

- *Established in 2007:*
  - *Geotechnical consultancy*
- *2017: Skevi joins Geofem full time*
  - *Development of satellite remote sensing group*
  - *First R&D project*
- *2019: First ESA project*
- *Commercialisation*
  - *Developing of partnerships*
  - *5-year growth plan*
  - *Increase of commercial projects*



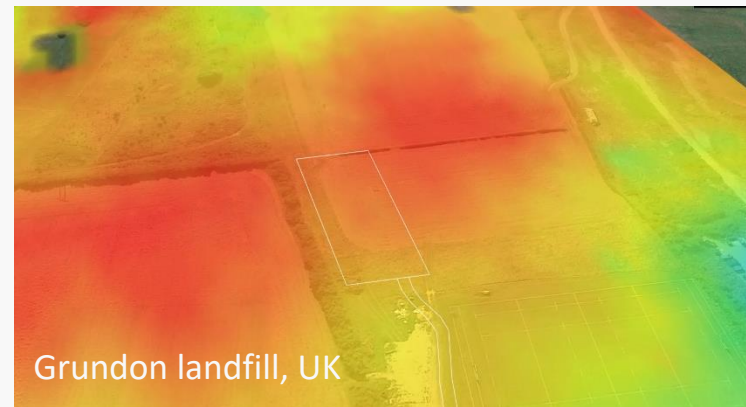
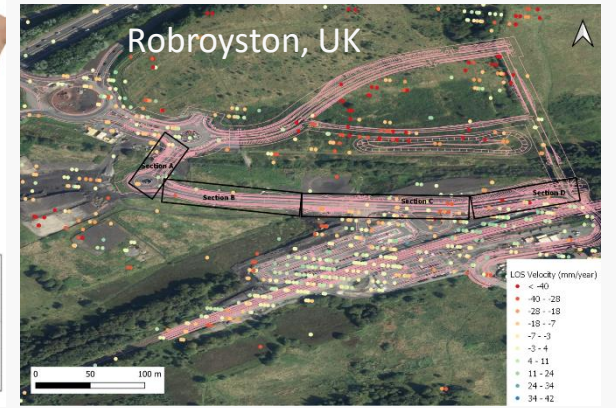
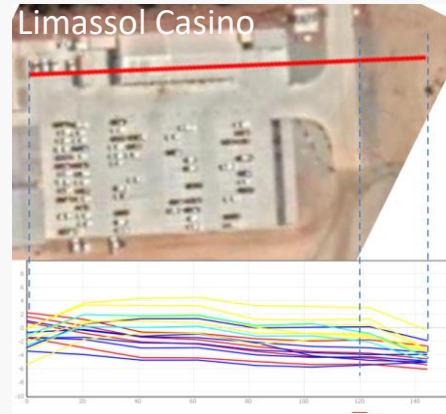
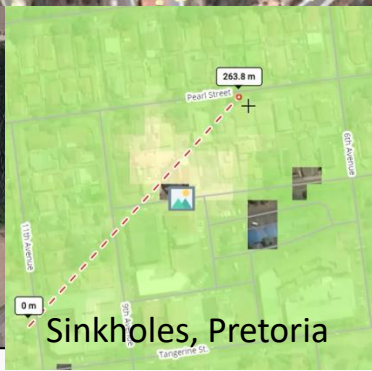
# Geofem: A journey towards success



# Standing on our own two feet...

2019

2020



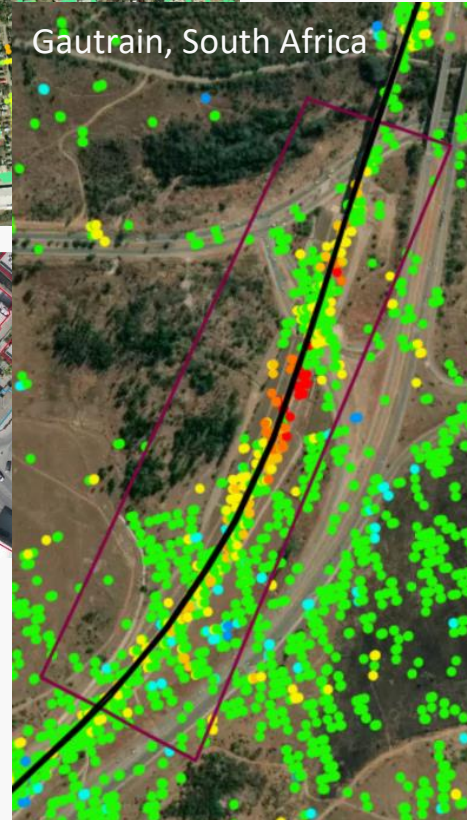


# Standing on our own two feet...

2021



2022



2023

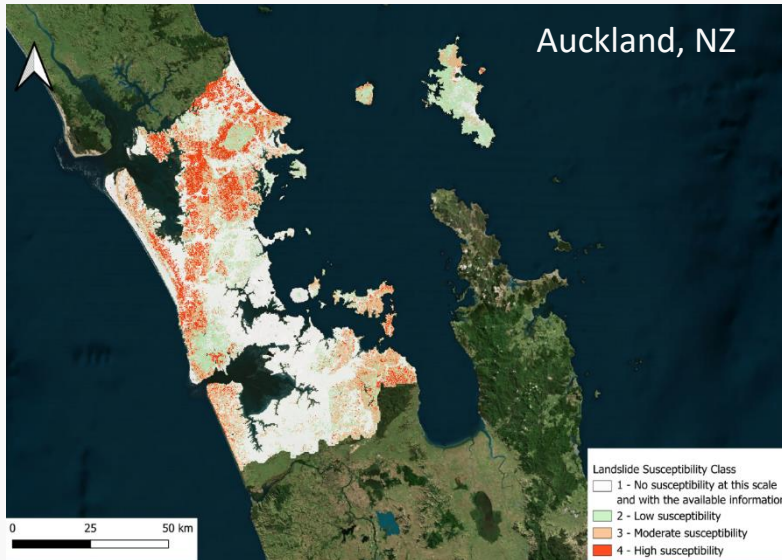
- 9 new InSAR projects
- First soil moisture project



# Standing on our own two feet...

2024

- First bathymetry project
- First landslide susceptibility project



The future is ours...





# The role of R&D projects

- *Enablement to develop and grow towards commercialisation.*
- *Development of innovative products and services – financial security without borrowing money or investments (lose part of the company).*



- *Benefit from interactions with ESA: scientific/technical reviews, credibility, learning process, understanding of space market, introductions*
  - *quality of products / services*
  - *development of partnerships*
  - *exposure to the space industry*

# Commercialisation and competition

- Why would a Client choose your products/services over the competition
  - Quality aspects, pricing, service, benefits
- The Client is not interested in the technical details but on the benefits.
- Put the Client to the heart of everything!

# Commercialisation and competition

- Identify the markets (geographical and sectors)
- Know your competitors (internationally)
- Prepare a marketing plan
  - Campaigns
  - Go to market strategy
  - Develop metrics for assessing success
  - Plan exposure activities: exhibitions, conferences, committee participation, meetings



# GEOFEM

## Safeguarding your Rail Infrastructure with Satellite Intelligence

GEOFEM is a leading satellite remote sensing consultancy firm that helps rail infrastructure stakeholders to:

- Monitor current and ongoing ground movements along railway corridors.
- Be alerted to potential issues before they impact operations.
- Visualise the susceptibility of underlying and surrounding ground to landslides and subsidence.

Freight Rail Network Key  
Core Network  
Closed Lines  
Lifted Lines  
Branch Lines



South African freight rail comprises of approximately:

**31.000**  
km of track

**198**  
tunnels

**2696**  
bridges

esa geofem.com

# Development of partnerships

- Identify possible partners that you can complement each other
- Identify benefits for both sides
- What is the benefit to the Client:
  - Improved service / holistic approach
  - Large tenders
  - Expansion of network
- Set up clear form of collaboration

# Business plan

- Define a growth plan
  - Budget: define targets and growth rates
  - Execution capacity
  - Cashflow



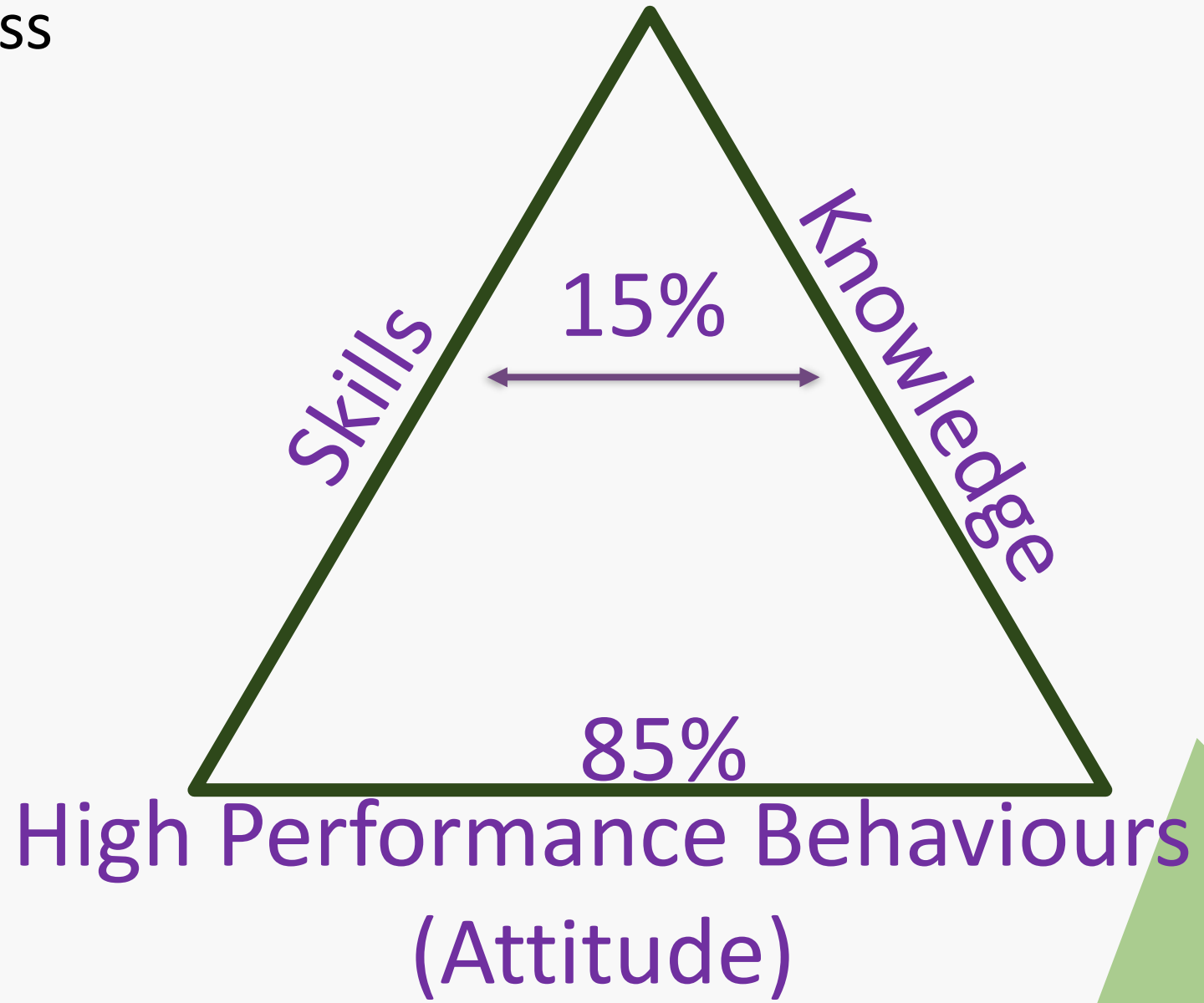
# Coaching, mentoring and training

- Sales techniques and skills:
  - Sales training courses
  - Employ professional commercial people
- Coaching:
  - How to run a business
  - Business plan
  - Presentation skills
  - Management skills

# Coaching, mentoring and training

- Mentoring (expert in the field)
  - Sharing experiences
  - Practical advice on business growth
  - Advice on running a successful business

# Triangle of success





# Conclusions

- *Putting the Client to the heart of everything.*
- *Make use of all the valuable comments and recommendations by ESA to improve and to get prepared for commercialisation.*
- *Know your competition well! You have to persuade the clients choosing your products & services over the competitors'.*
- *Develop a credible commercialisation plan and stick to it!*

# THANK YOU

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